

Welcome to the 2014 NIH CFC!

Co-Chairs Dr. Francis Collins and Dr. Josephine Briggs join me in thanking you for your willingness to serve as a Deputy or Assistant Coordinator for the 2014 NIH CFC at your Institute or Center (IC). We look forward to working with you to give hope and help to those in need, and to make 2014 an amazing year for NIH CFC!

If you have any questions or need anything, don't hesitate to let our helpful team in the NIH CFC Office know (301-594-1782).

*Wendy A. Liffers, J.D., M.A.
Executive Officer
National Center for Complementary
and Alternative Medicine (NCCAM)
NIH CFC 2014 Campaign Manager*

Checklist

Get Started

- ☐ Review goal charts and past achievements
- ☐ Review campaign timetable
- ☐ Meet with your EO
- ☐ Recruit Keyworkers
- ☐ Schedule Keyworker training
- ☐ Place supply order with Monica Hanson

Monitor Your IC's Progress to Goal

- ☐ Review weekly messages from NIH Campaign Manager and NCCAM's CFC team
- ☐ Review weekly spreadsheets detailing progress to goal; compare to past achievements (attached to NIH Campaign Manager's weekly message)
- ☐ Supervise your IC's Keyworkers

Promote the Campaign Across Your IC

- ☐ Post campaign information, including the CFCNCA campaign video, on your agency's Website/Intranet
- ☐ Hang posters
- ☐ Invite your IC's staff to the NIH CFC Kickoff on Wednesday, October 8
- ☐ Create events and activities that build awareness for the campaign
- ☐ Work with your IC Director and EO to send out campaign emails to employees

Report Contributions

- ☐ Follow weekly reporting procedures

Closeout

- ☐ Confirm with each of your Keyworkers that all paper pledges have been submitted
- ☐ Recognize and thank your Keyworkers

Campaign Calendar

September 1, 2014	Official start date of the CFC
September 16, 2014	NIH's IC Deputy and Assistant Coordinator Training, Lipsett Auditorium, 10:00 a.m. to 12 noon
October 8, 2014	NIH's CFC 2014 Kickoff, Building 1, 11:00 a.m. to 1:00 p.m.
October 9, 2014	First Report Day—continues every week throughout the campaign
October 16, 2014	Red, White, and Blue Day
October 30, 2014	R&W's CFC Halloween Party Building 31 Patio, 11:00 a.m. to 1:00 p.m.
December 2, 2014	Giving Tuesday
December 15, 2014	R&W Drawing Deadline—Winning entries pulled the following week
December 15, 2014	Campaign Solicitation period ends (unless extended by OPM)
January 23, 2015	Deadline to enter CFCNCA's Campaign Contest
March 4, 2015	NIH CFC Awards Ceremony for IC Coordinators, and Deputy and Assistant Coordinators, Wilson Hall, 1:00 p.m. to 2:00 p.m.
March 2015	CFCNCA's Campaign Finale Date and location TBD

IC Deputy Coordinator Responsibilities

- Be the hands-on leader for your IC's campaign
- Coordinate the day-to-day activities of your campaign
- Supervise your IC's Keyworkers
- Report to your EO on your IC's progress to goal.

Leadership

- Take ownership for creating a successful campaign within the IC.
- Be aware of the campaign timetable. Ensure the IC campaign is well promoted and in pace with the overall NIH campaign.
- Regularly brief your IC's Executive Officer regarding the progress of the campaign. Ask for his or her support and assistance in promoting the campaign and supporting Keyworkers.
- Oversee the reporting and collection of campaign contributions.
- Identify and resolve problems in any area of the IC's CFC.

Getting Started (September/early October)

- Meet with former campaign workers to learn the history of the IC's CFC. Analyze the previous campaign's performance—what worked, what needs improvement.
- Coordinate with Monica Hanson to order CFC supplies for your IC. Distribute supplies to each of your IC Keyworkers.
- Meet with your Executive Officer to:
 - Ask him or her to personally thank your Keyworkers for their participation in making the campaign a success.
 - Schedule regular communications with him or her to report on your IC's weekly progress.
 - Request help from him or her with enlisting your IC Director's involvement in the CFC including participating in the NIH Directors Challenge, sending messages to your IC's staff, and recognizing your IC's Keyworkers.

- Make an action plan for your campaign that fits both with your IC's culture and CFC traditions. Include:
 - A timetable for Keyworkers for reaching out to their contacts.
 - Messages from your IC's leadership promoting the CFC across your IC.
 - Special events and activities that create awareness.
- Use tools from CFCNCA and NIH CFC, including the NIH-wide events and CFCNCA posters, to promote the campaign across your IC.

Recruiting and Managing Your IC's CFC Team

- Recruit a CFC leadership team of Assistant Coordinators and other campaign volunteers to assist you in leading your IC campaign.
- Recruit Keyworkers, and organize and host a training session
- Invite Keyworkers to the CFC Kickoff on Wednesday, October 8th.
- Supervise Keyworkers, including by:
 - Communicating with each worker at least once per week.
 - Confirming whether they are meeting with each of their contacts.
 - Identifying those who are not having success reaching their contacts, and giving them the support they require.
- Plan one or more special ways to recognize your Assistant Coordinators and Keyworkers at the conclusion of the campaign.

Reporting (Starts October 9)

- Collect completed pledge card carriers from each Keyworker weekly. Review for accuracy and completeness.
- Submit a weekly report of your IC's progress to CFCNCA using CFC Nexus.
- Prepare plastic deposit bags by putting all carrier white pockets inside the deposit bag and attaching all yellow pockets to the outside of the deposit bag. (NCCAM will deliver the payroll deduction pledges to the appropriate Payroll Office.)
- If on campus, turn in completed deposit bags to the NIH Federal Credit Union in Building 31 by 12 noon on Thursdays. If off-campus, give deposit bags to Christine Brake or Monica Hanson at the appointed time on Thursday mornings.

Contacts/Help

NIH CFC Office

301-594-1782

National Center for Complementary and Alternative Medicine
(NCCAM)

31 Center Drive

Room 2B11

Bethesda, MD 20892

General Inquiries

nihcfc2014@mail.nih.gov

Website

cfc.nih.gov

Direct Lines:

Debra Gale, NIH CFC Coordinator

301-435-1208

Christine Brake, Campaign Support Staff

703-407-1909

Monica Hanson, Campaign Support Staff

301-792-5673

CFCNCA Offices

202-465-7200

Combined Federal Campaign of the National Capital Area

750 17 Street NW

Suite 200

Washington, DC 20006

Help Desk

202-465-7230

support@cfcnca.org

Website:

cfcnca.org

Campaign “Don’ts”

All of us are dedicated to making NIH’s and our ICs’ CFC campaigns a success. To help avoid pitfalls, the CFC Team offers you the following examples of practices that involve “coercion.” The CFC is entirely voluntary and opposes coercion in any form. If you or your colleagues have a question or concern about this topic, please feel free to consult Christine or Monica.

In the CFC, it is unacceptable to:

- ☒ *Set a goal of 100% participation.*
- ☒ *Establish goals or quotas for individual donations.*
- ☒ *Develop or use lists of people who do not contribute.*
- ☒ *Provide and/or use lists of contributors for any purposes other than the routine collection and forwarding of contributions.*
- ☒ *Use CFC results as a factor in an employee’s performance appraisal.*
- ☒ *Ask employees which charities they designated.*
- ☒ *Have supervisors solicit their direct reports.*
- ☒ *Solicit pledges from outside the CFC of the National Capital Area. A Federal employee may participate in a particular CFC only if that employee’s official duty station is located within the geographic boundaries of the CFC.*
- ☒ *Pressure or require (vs. invite) employees to attend a CFC-related event.*

CFC Glossary

Combined Federal Campaign (CFC): The world's largest workplace giving effort. All Federal employees are given the opportunity to participate, and contractors and retired employees may participate on their own initiative. Donors select specific organizations to support or give undesignated gifts that the campaign then distributes across all the charities participating in the CFCNCA. Across the country, the CFC has raised more than \$7 billion in the past 50 years.

CFC of the National Capital Area (CFCNCA): The CFC is divided into regional campaigns. Only Federal employees with an official duty station in the geographic region defined below can give through the CFCNCA. Most NIH employees based in and around Bethesda are part of the CFCNCA, e.g.:

- The Greater Washington, DC, Metropolitan Area
- Prince George's, Montgomery, Calvert and Charles Counties in Maryland
- Arlington, Fairfax, Loudoun and Prince William Counties in Virginia

NIH Campaign Co-Chair: NIH Director Dr. Francis Collins and NCCAM Director Dr. Josephine Briggs are Co-Chairs of the NIH CFC 2014.

NIH Campaign Manager (CM): Wendy Liffers, NCCAM Executive Officer, is the NIH CFC 2014 Campaign Manager.

NIH CFC 2014 Steering Committee:

Ginger Betson	Alyssa Cotler	Eric Gallagher	Christine Brake	Timothy Wheelles
Debra Gale	Bryan Ewsichuk	Andre Arthur	Monica Hanson	Chad Wysong
Lisa Dixon	Keith Tittermary	Jody Cullen	Randy Schools	Kallie Wasserman
Alisha Smith	Hoa Thanh	Ellen O'Donnell		

IC Campaign Coordinator: Your IC's Executive Officer.

IC Deputy Coordinator: A campaign worker appointed by the IC's Executive Officer; responsible for the day-to-day management of the IC's campaign.

IC Assistant Coordinator: One or more campaign workers who assist the IC Deputy Coordinator in organizing and managing the IC's campaign.

Keyworker: A Federal employee who personally reaches out to colleagues to promote the CFC, answers questions about the campaign, and ask people to participate in the CFC and collect printed donation forms.

Local Federal Coordinating Committee (LFCC): Federal leaders who provide regulatory oversight of the campaign.

Principal Combined Fund Organization (PCFO): The nonprofit organization that administers the local campaign and acts as fiscal agent under the direction and control of the LFCC and the OPM Oversight Director. EarthShare serves as the PCFO for the CFC of the National Capital Area.

FAQs

How important is the CFC?

The CFC of the National Capital Area is the largest workplace giving campaign in the world. Last year, you and your coworkers gave more than \$51 million to CFC charities. Over the past 53 years, Federal employees contributed more than \$7 billion through 150 different CFC campaigns across America. That generosity makes almost anything possible!

Is there a minimum donation?

Any and all donations are welcome and appreciated, although for payroll deduction there is a \$1 minimum deduction per pay period. Payroll deduction makes it easy to give a small amount each pay period that adds up to an impressive contribution. (Of course, there is no maximum gift.)

How do charities become part of the Catalog for Caring?

Charities must apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit IRS Form 990, describe its human health and welfare benefits, and meet other requirements. Application information can be found at www.cfcnca.org or www.opm.gov/cfc.

Why do charities love the CFC?

Charities truly love the Combined Federal Campaign, because it is a critical source of revenue all year long and a way to attract new donors. To thrive, charities require diverse streams of income, including from foundations, corporations, direct mail, special events, and CFC. CFC donations are especially treasured because they are unrestricted funds, which allow nonprofit organizations to determine how to most effectively respond to community needs. Equally important, most charities raise the bulk of their funds in December, although they must spend money all year long. However, CFC provides them with a source of funds they can count on throughout the year.

How can I get help or more information?

You can visit cfc.nih.gov, where you'll find information about the campaign including resources for Deputy and Assistant Coordinators and Keyworkers. You can also receive support as well as answers to your questions by contacting NCCAM's CFC office at 301-594-1782, or nihcfc2014@mail.nih.gov.

Will my contribution really make a difference?

Absolutely! Just look at these examples:

- \$75 per pay period helps a community in Africa enjoy safe drinking water.
- \$50 per pay period protects a crucial wildlife habitat for an endangered species.
- \$35 per pay period provides an injured veteran with physical rehabilitation and emotional support.
- \$25 per pay period supports clinical research to cure cancer, diabetes, autism, and other diseases.
- \$20 per pay period trains volunteers to advocate for abused and neglected children.
- \$12 per pay period shelters and feeds a family devastated by a tornado.
- \$6 per pay period delivers nutritious meals to a senior citizen with dementia.

What happens to undesignated donations?

All undesignated donations are combined and then shared proportionately among all charities and federations that received designations.

If someone gives by check, who is the check payable to?

Checks must be made payable to CFCNCA. They cannot be payable to individual charities.

What about staff outside the National Capital area?

Only Federal employees with an official duty station in the geographic region of the Greater Washington, DC Metropolitan Area; Prince George's, Montgomery, Calvert and Charles Counties in Maryland; Arlington, Fairfax, Loudoun and Prince William Counties in Virginia. Virginia counties include all separately incorporated cities within the counties such as Manassas in Prince William County can give through the CFCNCA. The geographic boundaries are established by the Office of Personnel Management. Only Federal employee contributions from within the geographic boundaries of the CFCNCA are accepted and disbursed to charities. To find out what campaign your IC's staff with duty stations outside the National Capital area are in go to <http://www.opm.gov/combined-federal-campaign/find-local-campaigns/locator/> .

Recruiting and Training Keyworkers

*Trained, enthusiastic Keyworkers are your key to a successful campaign!
Ideally, you will need one Keyworker for every 15-20 employees.*

Who makes a good Keyworker?

- Someone who has a connection with one of the CFC charities or who enjoys giving back to his or her community.
- Successful Keyworkers from last year.
- Well-liked, respected employees who are likely to follow through on their responsibilities, are effective communicators, and represent a diverse set of cultures and demographics.

How do I recruit Keyworkers?

- Seek recommendations from last year's Keyworkers for people who would make good Keyworkers for the 2013 campaign.
- Make sure the candidate's supervisor is aware and supportive of this responsibility.
- Ask for volunteers first, and then if necessary, you can assign friendly, capable people to be Keyworkers.
- Make the employee feel good about the position he or she is being asked to fill. Say something like, "You would be a wonderful Keyworker. You follow through on details and you're well-liked. And I know you support the CFC and/or your community."

Other important considerations:

- Don't select Keyworkers from among the newest staff. The CFC shouldn't be used as a way for "the newbie" to meet everyone in the office.
- Try to have a diversity of positions and grade levels represented. Bear in mind that lower-graded workers may be intimidated to approach higher-graded employees.

How do I set up Keyworker Training?

- ✓ Find a meeting space with a computer, projection screen, and Internet access so you can access the CFCNCA.org site.
- ✓ Make sure you will have your CFC supplies in hand at the time of your event. Give each Keyworker a training kit, a list of people to contact, and enough supplies for all of his/her contacts. Call Monica Hanson, 301-792-5673, if you have questions about supplies.
- ✓ Schedule a time. Please schedule one hour and 30 minutes, starting at 9:30 a.m., 12 noon, or 2:30 p. m., Monday through Friday. Use Outlook to see available times—use Meeting Request; Scheduling Assistant; and add Christine Brake as a required attendee. Include building, room number, and contact information. Call Christine if you need help scheduling, at 703-407-1909.
- ✓ Ask your IC Executive Officer and your IC Director to stop by your Keyworker Training to personally thank participants for their service.
- ✓ Ask each Keyworker to RSVP.
- ✓ Show the CFCNCA's campaign video.
- ✓ If your IC is large and/or spread across multiple buildings, you may want to organize more than one Keyworker training.

Supplies

NCCAM is ordering supplies for each IC. Monica Hanson will contact each IC Deputy Coordinator to coordinate supply ordering and delivery. Supplies will be delivered to your IC.

Each IC will receive:

- 2014 Catalogs of Caring
- Campaign Cards
- Paper Pledge Forms
- Second Touch Campaign Cards (a tool for Keyworkers to use when they follow-up with their co-workers.)
- Posters
- Pledge Form Carriers (Form 100)
- Plastic Deposit Bags (Form 300)
- Keyworker Guides, Bag, and Lapel Pins.

Additional supplies that are available are:

- Eagle and Double Eagle Award Lapel Pins for employees who pledge 1 percent or 2 percent of their yearly salaries, respectively
- Promotional items to use at your special events
- Certificates of Appreciation for Keyworkers.

Need more supplies?

Call Monica Hanson at 301-792-5673 to request more supplies. **Note:** If you are located off-campus, Christine Brake or Monica will have supplies on hand during the Thursday Report Day pickups.

Questions?

Contact Monica (301-792-5673 or nihcfc2014@mail.nih.gov) if you need assistance with supplies or have any questions.

How Donors Can Give



- Option for paperless payroll deduction



- For credit card, debit card, and electronic check (paperless)
- Option for check and cash gifts (Donor must print and submit paper forms to their Keyworker along with check or cash donation.)

Paper Pledge Form—*new ½ page size!*

Combined Federal Campaign of the National Capital Area
www.cfcna.org
 CFC Campaign Number 0990

CITY/STATE CODE 110010
 ATTENTION PAYROLL OFFICES:
 Use this number only to identify the local campaign.

000001

PLEASE USE BALL POINT PEN & WRITE FIRMLY

Reporting Unit Number SSN/Employee ID Work Phone Number

CHARITY CODE ANNUAL AMOUNT

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	PAY PERIOD AMOUNT	INTERVAL	TOTAL GIFT
<input type="checkbox"/> MILITARY PAYROLL Branch of Service	\$	x 12 months	\$
<input type="checkbox"/> CIVILIAN PAYROLL	\$	x 26 pay periods	\$
<input type="checkbox"/> CASH/CHECK	\$	Amount: \$	\$

Check Number: (make check payable to the Combined Federal Campaign)

CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

DESIGNATED GIFT: To designate to one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their pledges.

INFORMATION RELEASE (OPTIONAL)
 Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email.
 Home Address: _____
 Personal Email Address: _____

☐ In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

PAYROLL DEDUCTION AUTHORIZATION
 I hereby authorize any agency of the United States Government by which I may be employed during 2015 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2015 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

Signature _____ Date _____

OPM Form 1654
 Revised May 2014

COPY #1 - PAYROLL OFFICE

- Option for paperless payroll deduction
- Option for check and cash gifts
- Donors must submit paper forms to their Keyworker

Universal Giving

New this year!

Donors can designate their contribution to more than 20,000 charities, including those from the D.C. Metro area as well as towns and cities across the country. They can also choose to designate national and international charities.

Fast Facts:

- Donors can designate any charity in any CFC, not just those in the National Capital Area campaign.
- All 20,000 charities have a unique 5-digit code.
- All 20,000 participating charities can be found through the online charity search at cfc.nih.gov, CFCNCA.org, CFC Nexus, and MyPay.
- Note that the printed catalog only includes CFCNCA charities, numbering about 4,500. Encourage people to use the online charity search, for the most options.

Processing Pledges

Paperless Online Payroll Deduction:

There are no paper forms for Keyworkers or Coordinators to process for payroll deduction pledges made in MyPay or CFC Nexus. Your IC's reporting unit will receive credit for all contributions made by your IC's staff.

Paper Pledges:

- **Paper Pledge Forms for payroll pledges**

1. Make sure the donor has signed the form and included his/her Social Security or Employee Identification Number.
2. Put the white copy of the form in the White Copies Only envelope.
3. Put the yellow copy of the form in the Yellow Copies Only section of your envelope.
4. Return the blue copy to the donor.
5. Add the number of gifts and the total gift amount to the Payroll Deduction Total of your Keyworker's Summary. If the donor has selected an Eagle or Double Eagle Award, record that information on the Summary.

- **Paper Pledge Forms for cash or check gifts**

1. Add the number of gifts and the total gift amount to the Cash or Check Total of your Keyworker's Summary. If the donor has selected an Eagle or Double Eagle Award, record that information on the Summary.
2. Attach the check or cash to the white copy of the paper pledge form and place it in the White Copies Only envelope. Return the Blue and Yellow copies of the paper pledge form to the donor. Make sure checks are payable to CFCNCA.

- **Confidential gifts**

1. Do not open confidential gift envelopes.
2. Add the number of confidential gift envelopes you receive to your Keyworker's Summary.
3. Staple the unopened confidential envelopes to the upper right corner of the White Copies Only envelope.

Processing Deposits

Deputy Coordinators are responsible for collecting paper pledges from their Keyworkers and reporting those pledges weekly every Thursday during the campaign (except weeks with Federal holiday's falling on Thursdays). The first report day is **Thursday, October 9, 2014**.

Collect and Double-Check

1. Set a weekly deadline for your Keyworkers to submit to you all pledge forms they have collected.
2. Open each Pledge Form Carrier (Form 100) and review the Keyworker Summary and pledge forms. Remember, all checks must be payable to CFCNCA. CFCNCA cannot accept checks made payable to charities.
3. For Special Events Proceeds, confirm that the Special Events Proceeds Form (Form 150) is accurate and complete. Whenever possible, please convert coins to dollar bills. Excessive coins will tear the Form 100 bag.
4. Return incorrect Pledge Forms and miss addressed checks to Keyworkers so they can contact the donors for corrections.

Enter data into CFC Nexus

5. Log on to your CFC Nexus account at www.cfcnca.org.
6. Complete the online Deposit Form (Form 200). Use only one line on the Form 200 per pledge card carrier (Form 100).

Prepare your Deposit Bag

7. Separate each pledge card carrier you reported into two parts: white pocket and yellow pocket.
8. Put all white pockets into the plastic deposit bag.
9. Put the printed deposit report labeled "audit copy" in the outside pocket of the deposit bag.
10. Attach the yellow pockets to the outside of the deposit bag. NCCAM will deliver these forms to the appropriate payroll office.
11. Seal the plastic deposit bag (make sure you only have white pockets inside before you seal!) Note: the plastic bags are "tamper-proof" and, once sealed, cannot be reopened. If you need to open the plastic deposit bag, you must reenter the deposit under a new plastic deposit bag number. If you need further information, call Christine Brake at 703-407-1909.

Deliver your Deposit Bag

- On Campus: Deliver deposit bag(s) to NIH Federal Credit Union in Building 31 branch by 12 noon on Thursdays. Bring your receipt copy of the form 200 for the Credit Union staff to sign—this will be your receipt.
- Off-Campus Coordinators: Deliver your deposit bag(s) to Christine Brake at one of the scheduled pick-up locations (schedule attached).

Report Day Schedule

Every Thursday, beginning October 9, 2014, *except:*

Tuesday, November 25, because of Thanksgiving;

Cancelled week of December 22-26, because of Christmas;

Tuesday, December 30, because of New Year's Day.

<u>On Campus</u>	Deliver to: NIH Federal Credit Union Building 31/A, 1st floor by 12 noon on Thursdays
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<u>Off Campus</u>	
Time	Address
9:30 am	5635 Fishers Lane
9:40 am	5601 Fishers Lane (NIAID's New Building)
9:50 am	Twinbrook NIAID Complex
10:05 am	NSC, 6001 Executive Boulevard
10:15 am	6011 Executive Boulevard
10:30 am	2115 East Jefferson
10:45 am	6100 Executive Boulevard
11:10 am	Rockledge II
11:20 am	Rockledge I
11:30 am	6610 Rockledge
11:40 am	6700 B Rockledge
11:50 am	Fernwood-Pond Side
12:00 noon	Two Democracy
TBD	NCI Shady Grove 9609 Medical Center Drive, Rockville, MD

Did you miss your pick up?

Call Monica at 301-792-5673 or Christine at 703-407-1909 to make arrangements to drop off your deposit, or you may bring it to the NIH Federal Credit Union Branch in Building 31/A, 1st floor, by 12 noon on Thursdays.

2014 CFCNCA Reporting Numbers

4090300	NCI DCTD	NCI Division of Cancer Treatment and Diagnosis
4090500	NCI DCB	NCI Division of Cancer Biology
4090600	NCI DCCPS	NCI Division of Cancer Control and Population Sciences
4092700	NCI OD	NCI Office of the Director
4092900	NCI DCP	NCI Division of Cancer Prevention
4093000	NCI DEA	NCI Division of Extramural Activities
4098500	NCI DCEG	NCI Division of Cancer Epidemiology and Genetics
4098200	NCI CCR	NCI Center of Cancer Research
4090400	NCCAM	National Center for Complementary and Alternative Medicine
4092000	NIDCD	National Institute on Deafness and Other Communications Disorders
4092100	CC	NIH Clinical Center
4092200	CIT	NIH Center for Information Technology
4092300	CSR	NIH Center for Scientific Review
4092400	NHGRI	National Human Genome Research Institute
4092600	FIC	Fogarty International Center
4093100	NEI	National Eye Institute
4093200	NHLBI	National Heart, Lung, and Blood Institute
4093300	NIA	National Institute on Aging
4093400	NIAID OD	National Institute of Allergy and Infectious Diseases, Office of the Director
4093410	NIAID DIR	NIAID Division of Intramural Research
4093420	NIAID ED	NIAID Extramural Divisions
4093430	NIAID DCR	NIAID Division of Clinical Research
4093440	NIAID VRC	NIAID Vaccine Research Center
4093500	NIDDK	National Institute of Diabetes and Digestive and Kidney Diseases
4093600	NICHD	National Institute of Child Health and Human Development
4093700	NIDCR	National Institute of Dental and Craniofacial Research
4093800	NIGMS	National Institute of General Medical Sciences
4093900	NINDS	National Institute of Neurological Disorders and Stroke
4094000	NLM	National Library of Medicine
4094100	ORS/ORF	Office of Research Services and Office of Research Facilities
4094200	NIAMS	National Institute of Arthritis and Musculoskeletal and Skin Diseases
4094300	NINR	National Institute of Nursing Research
4094400	OD	NIH Office of the Director
4095500	NIAAA	National Institute on Alcohol Abuse and Alcoholism
4095600	NIDA	National Institute on Drug Abuse
4095700	NIMH	National Institute of Mental Health
4095800	NIMHD	National Institute on Minority Health and Health Disparities
4097700	NIBIB	National Institute of Biomedical Imaging and Bioengineering
4094220	NCATS	National Center for Advancing Translational Sciences
5001500	NIEHS-B	National Institute of Environmental Health Sciences-Bethesda-area staff only

Promoting Your Campaign

Promoting your campaign is essential...and lots of fun! Here are some ideas...

- **Hold a charity fair.** Showing people how their contribution makes a tangible difference to our community can't be beat for a promotional strategy. Just select a convenient date and a large location convenient for most of your employees.
- **Hang posters.** Placing posters in break rooms, bathrooms, hallways, and other public gathering places lets your agency know that it's time to give to CFC.
- **Show the campaign video and other videos.** At nih.cfc.gov you can find links to campaign videos, some featuring NIH employees. There is a three-minute version as well as shorter versions that can be attached to email blasts or posted on social media sites. You'll also find links to CFCNCA's video wall that has dozens of short personal videos that share colleagues' stories of what they make possible through CFC. Many campaigns use these videos to highlight the impact each Federal employee has made by participating in CFC.
- **Hold special events.** Ice cream socials, chili cook-offs, talent shows, mini-golf in the hallways, silent auctions, community service days, and other celebrations bring attention to your campaign. Don't forget to request the appropriate approvals from your IC's Ethics office for each of your events.
- **Utilize the Web, social media, and email.** Use your IC's intranet and e-newsletters to publicize the campaign. You can develop a special CFC section on your website that highlights the benefits of giving, tells inspiring stories from people who have benefited from the campaign, shows photos of your campaign activities, and highlights progress toward your agency's goal.
- Participate in **CFCNCA's Awareness Days**:

Red, White, and Blue Day – Thursday, October 16

- Encourage employees to celebrate CFC by wearing red, white and blue to work.
- Take lots of photos and post them on your agency's social media and intranet. Also send them to marketing@cfcncnca.org so we can post them on the CFCNCA website and social media.

Online Giving Day – Thursday, November 13

- Encourage online giving with special promotions.
- Have laptops available in public areas so people can easily give online to CFC.
- Promote Online Giving Day with email blasts, flyers, and social media.

Giving Tuesday – Tuesday, December 2

- People will have shopped on Black Friday and Cyber Monday. On Giving Tuesday, they have a chance on to give back, by contributing to their favorite charities through CFC.
- Promote Giving Tuesday with email blasts, flyers, and social media.

Holding Events at your IC

Events are a great way to involve employees, create campaign buzz, and raise funds. Be sure to clear all events through your IC's Ethics Officer.

Why?

Events are a fun opportunity to publicize the campaign and excite people about the CFC. By holding a variety of events, you will involve more people in the campaign, provide networking opportunities, increase contributions, and move toward your fundraising goal more easily.

When?

Create a timeline and checklist of activities and share the responsibility with other campaign workers. If you would like charities at your event, send an email to Monica Hanson at Monica.hanson@nih.gov. Monica can assist you with inviting a variety of CFCNCA charities to your event.

How?

Plan "early bird" events to involve your leaders and gain exposure for the campaign.

Engage your IC staff through competitions, tournaments, and other events that occur over a series of weeks in order to maintain momentum. Events like raffles and bake sales are good countdown activities.

Closing ceremonies and finales give everyone a chance to celebrate and show appreciation.

Here are some ideas to consider:

- Auctions (both live and silent)
- Bake Sale
- Charity Fairs
- Chili Cook-off
- Coffee Morning
- Door Decorating Contest
- Fun Run/Walk
- Guess-How-Many Challenge
- Guest Entertainer or Speaker
- Ice Cream Socials
- Mini or Regular Golf Tournament
- Music or Dance Event
- Mustache-Growing Contest
- Penny Wars
- Pet Photo Contest
- Pizza/Coffee/Other Food Delivery or Sales
- Quiz Contest
- Sports Competition
- Talent Show
- Yoga/Zumba/Exercise-a-thon

How to handle donations collected at events:

1. Download the **Special Events Proceeds Form** (Form 150) from cfcnca.org. (Sample on next page.)
2. Insert the signed copy for Form 150 into the Form 100 envelope clipped to the event funds. Keep a copy for your records.
3. Log on to Nexus and complete the line item in the Deposit Bag (Form 300) to report event donations. Also enter this amount on the Total Special Event Proceeds line on the Deposit Bag (Form 300).

R&W Drawing

What is it?

The NIH Recreation and Welfare (R&W) Association, which serves the NIH and NOAA communities, sponsors an annual NIH-wide drawing to support the NIH's CFC. The drawing is a positive way to promote the campaign and to encourage giving by the official CFCNCA deadline of December 15, 2014. (We can still accept pledges after December 15, but that is the end of the solicitation period and we can no longer "ask" for donations.)

Who is eligible?

Enter a ticket for everyone in your IC who donates \$26 or more (as little as \$1 per pay period) to the 2014 NIH CFC. Ask your Keyworkers to check with each of their contacts to make sure those who gave online are included. Attached are a flyer Keyworkers can pass out and a sheet of entry tickets. Note: anyone may enter the drawing by stopping by the R&W offices in Building 31, B1 level and filling out an entry form.

What do I do with the tickets?

Collect entry tickets from your Keyworkers. Submit all tickets you collected with your December 18th deposit bag. Attach them to the OUTSIDE of the bag. (Don't seal them inside the deposit bag—Monica and Christine will take the tickets off the deposit bags and deliver them to the R&W Office.)

When is the deadline?

December 15, 2014 is the deadline for entering the drawing. The actual pulling of the winning tickets will take place within the next week (date TBD). Winners will be notified.

How do we use this drawing to help reach our IC's goal?

Ask your Keyworkers to go back to each of their contacts. The drawing is a positive way for Keyworkers to follow up. Ask that your Keyworkers go back to each contact to tell them about the drawing and ask if they would like to be entered. Keyworkers might say, *"Do you know about the R&W Drawing? I can enter the name of everyone in your office/lab who gives at least \$1 per pay period (or \$26 or more). Do you want me to enter your name? If you give online, I won't know so please tell me so that I can enter your name. You don't have to show me your receipt. Just tell me. The deadline to enter is December 15."*

Has every Keyworker submitted tickets? The drawing is an opportunity to assess the progress of each of your IC's Keyworkers. Count how many drawing entry tickets each Keyworker has submitted. None? Meet with that Keyworker to see what might be wrong. Do

they understand how the drawing works? Did they speak to their contacts? Did everyone get a pledge form?

Are you getting tickets from all your IC's buildings, divisions, offices, and labs?

By looking at the entry tickets, you can check to see that everyone on your IC's staff has been contacted. If you notice that you have no drawing entries from a particular building, division, lab, floor, etc., check in with that area's Keyworkers to confirm that they have pass out pledge forms to each of their contacts.

Questions? Contact Christine Brake and Monica Hanson at the NIH CFC office (301-594-1792, NIHcfc2014@mail.nih.gov), or Kallie Wasserman, NIH R&W, at 301-402-6464.

Awards and Recognition

Reporting Unit Recognition	Campaign Worker	Donor Recognition
<ul style="list-style-type: none">• President's Award for reporting units with 75 percent employee participation or \$275 per capita gift.• Chairman's Award for reporting units with 67 percent employee participation or \$225 per capita gift.• Honor Award for reporting units with 60 percent employee participation or \$175 per capita gift.• Merit Award for reporting units with 50 percent employee participation or \$125 per capita gift.	<ul style="list-style-type: none">• Certificates of Appreciation for each Keyworker.• Certificates that you can download and customize:<ul style="list-style-type: none">-Special Service-Most Valuable Fundraiser	<ul style="list-style-type: none">• Eagle and Double Eagle Lapel Pins for donors who give 1 percent or 2 percent of their gross annual salary, respectively.• Donor stickers and a personal thank-you.

Event for the end of your campaign

Closing events and awards ceremonies are essential for recognizing all the workers and donors involved in the campaign. Within your IC, hold a closing and award event for your Keyworkers to thank them for their work. Invite your IC Executive Officer to personally thank your Keyworkers. In addition, NIH will hold an Awards Ceremony for all Coordinators, Deputy Coordinators, and Assistant Coordinators in March. You will receive an invitation.